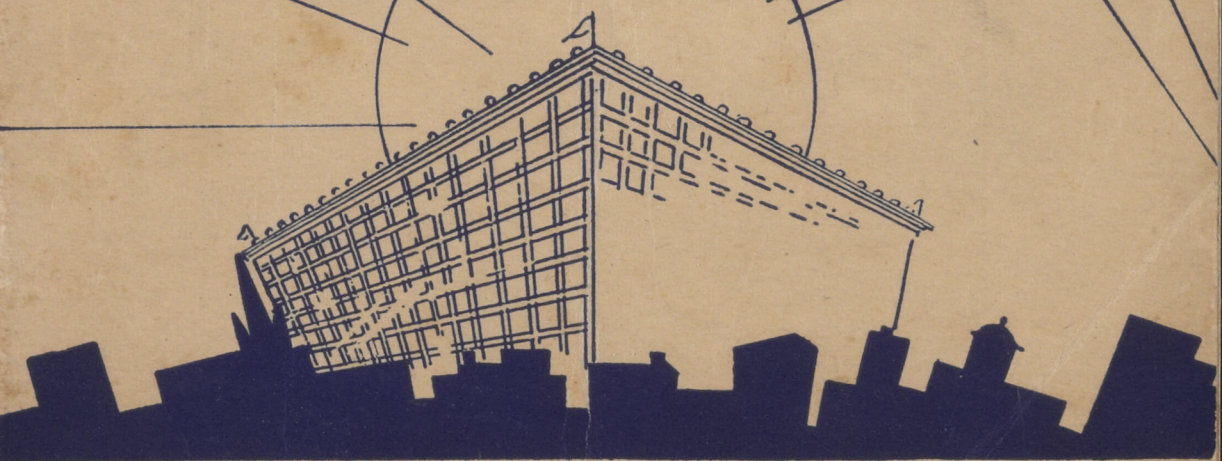


Violet L. Simmons
718 Garfield St
Appt R362m5
7748989

CONTACTS



JUNE, 1934

AT YOUR SERVICE!

Whether you're going on a June-day picnic—a week-end motor trip—a two-weeks' fishing trip in the north woods—or to your Summer home for the season—let the CAMPER'S SECRETARY save you the bother of shopping for supplies.

All you have to do is to drop in on the Camper's Secretary, at the Shopping Service Office, Second Floor, and leave her your list.

If you prefer phoning in your order, call the *Shopping Service*. Your complete order will then be taken—saving you the trouble of calling separate departments.

If you wish, your parcels may be assembled so that they will be convenient to carry on bus or train.

Deliveries will also be made to Depot Parcel Rooms and claim checks issued at time of purchase, enabling you to pick up your parcels at the station when boarding the train.

Orders given to our drivers, dropped in Door Order Boxes or the Order Boxes at the Beaches will also receive prompt and careful attention.

THE PICNIC SHOPPING SERVICE is another valuable service organized to assist Sunday schools, lodges and others with large lists of picnic prizes to purchase.

Those in charge of these picnics need merely indicate the amount of money to be spent. Expert shoppers then select the prizes, wrap them and mark the various events on each prize. No extra charge for this service.

The Picnic Shopping Service is also located at the Shopping Service Office, Second Floor.



CONTACTS

Published Monthly by **T. EATON CO.** LIMITED of Winnipeg, Manitoba,
for distribution to the Co-workers of the Organization.

Editor: W. E. C. HURLBURT

VOL. 3

JUNE, 1934

No. 6

Promise Yourself—

To be strong, that nothing can disturb your peace of mind.

To talk health, happiness and prosperity to every person you meet.

To make all your friends feel that there is something in them.

To look at the sunny side of everything and make optimism come true.

To think only of the best, to work only for the best, and expect only the best.

To be just as enthusiastic about the success of others as you are about your own.

To forget the mistakes of the past and press on to greater achievements in the future.

To wear a cheerful countenance at all times and give every living creature you meet a smile.

To give so much time to the improvement of yourself that you have no time to criticise others.

To be too large for worry, too noble for anger, too strong for fear, too happy to permit the presence of trouble.

“News” from Abroad!

Always in quest of the new, the novel and beautiful—Eaton buyers have just returned from the marts of Great Britain and the Continent.

Following in their wake come rich cargoes from London, Paris and Vienna—from Switzerland, Italy and Czechoslovakia. New perfumes, new costume jewelry, and fascinating innovations dear to the feminine heart! Silverware, new clocks, rare books and many intriguing lines of gift merchandise. Space permits mentioning only a random few:

Czecho-Slovakia—A beautiful collection of perfume bottles—etched and hand-painted by the clever Czech peasants in their quaint cottages that dot the hills and valleys of the Haida region. Personally selected by our buyer.

England—A smart, new “cruising” design in sponge bags and holdalls—Jack and Jill novelty face cloths—gift sets, fashioned after the nursery rhyme. “Luxura” Sponge—combined sponge and wash cloth in two-tone effects. Lavender Sachets in pretty flower shapes. For men who will cut themselves when shaving, a new shaving brush with styptic pencil in handle.

For Camera Enthusiasts!—From Europe a new “Brilliant” camera having a viewfinder same size as the picture—2¼ inches square—a great help in focussing!

Paris Sends New Perfumes—“Heure Blonde”—a delicate, alluring odour by Bernard. “Bambou”—a new, exquisite perfume from Lucien Lelong.

New Compacts from Vienna and other European centres—a selection of new petit point designs—also lovely colored enamel make-up cases and trinket sets.

Powder Bowls of glittering chromium with magnifying mirror—and centre motifs expressed in quaint Watteaus!

Exquisite china powder bowls and boxes with tops showing hand-painted miniatures! Also in alabaster and bronze and in artistic cloisonne.

Here's a Treat for Book Lovers!

While in London our buyer secured a collection of rare volumes—some a hundred years old! Books that have, until recently, graced the lofty shelves of aristocratic old English mansions. History, theology, classics—and many translations from the Latin. Richly bound in leather and originally very costly—we are told they're to be sold at a very nominal price.



New Costume Jewelry—from England and the Continent—features heavy antique bracelets, lockets and chains. Also Marquise bracelets in sterling with matching brooches in exquisite feather designs.

From Switzerland—Novel 15-jewel wrist watches in chrome cases and featuring a double dial design—separate time and second dials—new rectangular shape with matching bracelet. Styles for both men and women.

England—Sheffield reproductions of serving trays—their quaint, massive Georgian patterns having hand-embossed centres. Candlesticks to match—a princely wedding gift!

Mantel Clocks—In new, distinctive shape. Cases are of highly polished “crushed” walnut—dial in cut-out figures. Single and double Westminster and Whittington chimes.

Books from England—Maurice Walsh's latest book, “The Road to Nowhere”—a romance of the north of Ireland—by the writer of “Key Above the Door,” “Black Cock Feather,” etc.

A fresh selection of titles in **Holiday Fiction**—paper-bound novels of adventure, romance and mystery—to slip into your club bag.

Paris—The newest in book-ends in glittering chrome or natural ebony—ultra modernistic designs.

Vienna—Exclusive new hand-made papeteries and new designs in monogram stationery.

Italy—Hand-tooled leather five-year diaries—book covers, desk sets—lovely Florentine designs.

Glad to see Mr. A. Wharton, supervisor of the Western Buying Office, back at his desk. Though still limping slightly, he has practically recovered from the painful injury to his ankle.

Fourteen Thousand Cups of Tea

—Were Served in a Four-Day Demonstration of Eaton's Teas
in the Hall of Science, May 4th to 8th

*Demon-
stration
of
Eaton
Teas*



*In
the
Hall
of
Science*



One of the Seven Windows Featuring a Brilliant Four-Day Display of Eaton Teas

"I have never seen such an original and educative display of teas in the sixty years of my life," thus spoke a tea planter from Ceylon who was passing through Winnipeg during the four-day demonstration and display of Eaton teas in the Hall of Science and Portage Avenue windows. Other prominent authorities also expressed similar views.

An outstanding feature was the magnificent and unique arrangement of seven Portage Avenue windows showing *Eaton Grill Room, Family and Palawan* blends as well as teas from Japan and China. These windows, which were entirely achieved by our Display Department, drew the admiring gaze and much comment from hundreds of passersby.

Meanwhile, up in the Hall of Science short talks on the topic of "Better Teas—and Eaton Teas" were given as thousands dropped in daily to sip a cup of delicious Grill Room blend or other Eaton tea.

"Tea is the cheapest beverage one can drink, apart from water," explained the lecturer, "... and one of the most refreshing!

"You can make four cups of Grill Room Blend—Eaton's finest—at a trifling cost of one cent!"

It was also interesting to learn that it is from teas grown in the highest altitudes that we get the tender, fresh shoots which make the finest quality of tea—tea such as our delicious, fragrant Grill Room Blend.

Plain or Patterned - - - Fabric or Leather SMART ACCESSORIES GO TOGETHER



"Today's Ideas in Accessories"

Have you ever tried to assemble a snappy outfit and found that the green of your belt killed the blue of your bag? Groaned as you saw your yellow hat turn sickly looking every time it was struck by the striking colors of your new scarf? Resolved, always to choose and buy accessories that went well together?

You'll be in sympathy with one of Fashion's latest rules: "*The Smartest Accessories Match.*" Bag, gloves and hat—collar and cuffs and tam—etcetera and etcetera and etcetera—are all made of the same fabric, or fabrics bearing a distinct family resemblance to each other.

Very shortly after this rule became firmly established, Frank Spink of the Display Office, took advantage of the opportunity it created to give customers better service and to make more sales. The little Shop, recently opened next door to the Hall of Science and called "*Today's Ideas in Accessories*" was his idea. It's the first of its kind we know about in Winnipeg—although they do say some of the biggest and brightest stores in New York were a little ahead of us.

This Shop saves the necessity of going from one department to another trying to match things. And saves you from making the mistake of buying gloves for which no companionable scarf can be found.

Many of the sets are exclusive to the Shop, being designed by Mr. Spink and made in 208 Workroom. Others have been carefully chosen from different departments in the Store. Still others are imports.

The Shop is very proud of one of its sales—made to a Chicago visitor who was leaving for home the next morning. The set she bought was one of the Shop's "originals" and she was quite sure she wouldn't again see anything she liked so well.

When we dropped in a customer had just left after having her last Summer's suit "accessorized." She wanted something to give that suit a new lease on life.

After she discussed the question with Miss Myra Reid, who is assistant to Mr. Spink, she ordered matching collar, cuffs and bag to be specially made for her suit.

Another customer came in and described one outfit she had—navy taffeta suit with bell sleeves and natural leghorn hat. Said she hadn't been able to get the right gloves to go with it. Mr. Spink is making two sketches to submit to her, sketches of gloves that keep the facts of "navy" and "taffeta" and "leghorn" and "bell sleeves" in mind.

The "Made - to - Order" business promises to be a very helpful phase of the Shop's service. But ready-made sets are sold there, too. The day we were in, we saw a number of them, any one of which would give the simplest white Summer dress a sporting air the minute it slipped on the hands and circled the waist and perched on the head! Such gay Summer-y colors there were, too—racquet yellow, golf green, hunt red, surf blue.

There are companion accessories to evening gowns—to afternoon frocks. And we were allowed to look through the most fascinating collection of new costume jewelry—picked for suitability to other companion accessories.

"Don'ts" For Stores

*Discussed in an article on New York Business Methods
by William West in "Retailing"*

Mr. West in his critical survey of "Big Stores" selling methods draws attention to some common and printable misdemeanors all stores should try to avoid. To mention a few:

In a tour of 75 of the largest food, fountain and candy chain stores, Mr. West was impressed with carelessness of the clerks. * * *

In one of the largest housefurnishing shops in America, most of one floor is devoted to a china department. Only one of the large sales staff really knows anything about china, says Mr. West. As a result he finds that although 20 per cent of this store's stock consists of china and glassware, that merchandise accounts for less than 1 per cent of the store's annual sales.

* * *

Only one department store on Manhattan Island displays its newspaper ads, says Mr. West. The others, which upon request are able to offer only an incomplete, crumpled set of proofs.

Not so at Eaton's! Almost every department have their daily ads. conveniently posted. Whilst for the convenience of our customers, the complete "Eaton Daily Store News" is prominently displayed on every floor of the Store. * * *

In some big stores that advertise shirts of madras, broadcloth, oxford, etc., Mr. West finds many of the clerks unable to identify these various cloths.

* * *

In the household linen departments of all big stores, says Mr. West, sheets, cases, towels displayed in huge stacks like cord-wood. The tickets are only an uninteresting sign-and-price. No attempt to dramatize the goods; of no appeal to the imagination.

* * *

The bedding departments of every big store has acres of blankets, uninteresting because unexplained. For example: No suggestion that a two-pound blanket at \$6 may be warmer than a four-pound blanket at \$5.

In most of the biggest de luxe furniture departments having beautiful model showrooms—not one has a number, title, printed description, or price list. No information gained usually unless you hunt price tags.

* * *

As with furniture, so with rugs. Badly shown, badly advertised—a score of unfamiliar, meaningless foreign names. Rug tags, like furniture tags, close to floor and hard to decipher. The store's belief that every woman can visualize a square yard, and so broadloom carpeting advertised usually at square-yard price.

* * *

Although you may wear shoes that cost \$10 or more and bear well-known makers' names—in the shoe departments of most big stores, usually you are shown only \$4, \$5, \$6 shoes, *even though the store also carries \$10, \$12 and \$14 grades!*

* * *

You enter a luxurious men's shop to buy topcoat. The one you are wearing may have cost \$100 and looks it! *But the salesman is satisfied to show you only coats priced at \$25.*

* * *

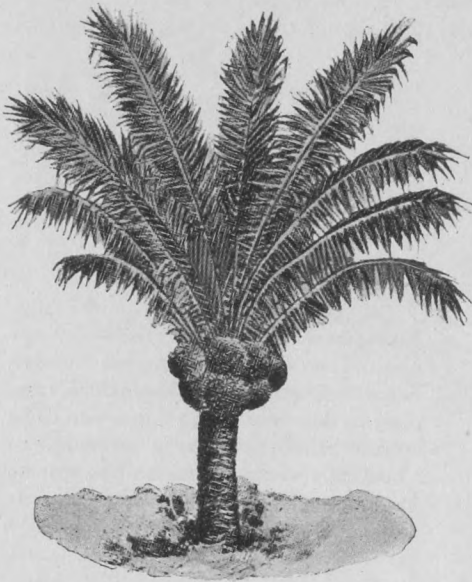
Mr. West speaks of the extensive advertising of gabardine garments by stores whose clerks tell you with supreme assurance (1) all gabardine is made of wool. (2) All gabardine is cotton. (3) All gabardine is angora and cotton—and so on.

* * *

The shirt department of the biggest department store which features shirts of airplane cloth, crediting them with a single virtue, coolness—which is the very last quality that such cloth possesses.

Whence Came the Button?

It is astonishing to think that the average person knows so little about buttons. As an Irishman might say, "We're entirely familiar with our buttons, but we know nothing about them."



Corozo or Tagua Palm Tree showing cluster of ivory nuts

The origin of the button is apparently lost in antiquity. Scientists, however, have established the fact that buttons were in common use 4,000 years ago! Lavishly carved buttons of bone and of amethyst have been found in the tombs of ancient Egyptian potentates as far back as the twelfth dynasty, or before 2000 B.C. It is thought, however, that they were brought to Egypt by early Greek and Italian immigrants.

From remote ages Chinese mandarins have worn a button or knob on their hats as a mark of rank. A different color or material distinguished the high from the low.

Originally designed as ornaments only, in their earliest form buttons were very costly and indeed magnificent. However, with the gradual departure in Europe from loose flowing robes in favor of the Roman toga style of dress, it began to be realized that buttons had also the virtue of utility. Thus they were made smaller and adapted so they would fit closely to the body.

Buttons have been produced in every metal from gold to iron. Also from such natural products as hoof, horn, pearl, ivory, jade, nuts, papier mache, leather, glass and porcelain. They have been made, too, from every fabric from silk to canvas.

"FROM NUTS TO BUTTONS"

A popular error among men is that their coat buttons are made of bone or rubber composition. The fine buttons used for outer clothing, however, are nearly all made of "Vegetable Ivory"—the fruit of a tropical tree.

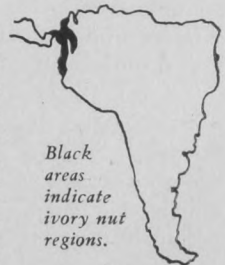
This tree grows down in the jungle of South America. It is also variously known as the corozo, tagua, or "vegetable ivory" palm, and is chiefly found in Ecuador, Colombia and Panama.

"Vegetable ivory" is nearest to an ideal button material. It can be turned or carved into almost any shape. It takes the most delicate colors and can be given many different finishes. It is extremely durable and because it is a vegetable product it causes a minimum of wear on the thread.

The vegetable ivory tree bears nuts resembling large horse chestnuts, but much harder and heavier, and it is from these that buttons are made.

When these burs ripen they burst and the nuts fall to the ground. Native nut-gatherers pick them up, carry them to the river and float them down to the seaboard on rafts and boats. From there the nuts are shipped to button factories in various countries of the world.

Each nut has a shell very similar to that of the horse - chestnut but so hard, flint-like and brittle that it cannot be cut by any ordinary tool. To



Black areas indicate ivory nut regions.

remove the shells the nuts are put through a drying process lasting several months, which causes the solid inner part or "meat" to shrink away from the shell. Then they are shovelled into revolving drums along with heavy iron balls which, in tumbling about, serve to crack off the nut shells.



Ivory Nut showing part of shell. (Actual size.)

After being shelled, the nuts are sawed into slabs of various sizes and shapes. The inner material is almost white in color and very hard, so hard that it is universally called "vegetable ivory."

Each slab is placed in a lathe which works on both sides of the slab at once and turns out one or more "button blanks," which are simply buttons without any holes for the thread.

The resulting product, after being polished and drilled with holes, is a white button. Most vegetable ivory buttons, however, are colored to match the various kinds of fabrics on which they will be used.

An air brush with liquid dye is used to spray the buttons in the desired colors. The buttons are then immersed in a developer solution much the same as that used in developing photographs, which gives them their true colors. The most artistic and delicate effects are secured by this method.

The buttons are now polished, pressed, embossed, or sand-blasted, as the case may be, to give them the desired finish, and this completes the process of manufacture.

Altogether it takes about a year's time and over seventy different operations to make an ivory button. The necessary seasoning, sorting and inspecting processes require an enormous amount of time and attention. When we realize how important is the button in modern garment design, however, we see that such care in manufacture is entirely justified.

A cheap button may ruin the entire effect of an otherwise fine suit or coat, while a fine button will add character even to the finest of fabrics. It gives the finishing touch to any garment.

These are the Kind of—

Selling Sentences

Used by Successful Salespeople

"The color of this dress seems to bring out a tone in your complexion that is very becoming to you. Do you notice it?" * * *

"You have a nicely shaped foot but you are punishing it severely. Your foot deserves a corrective shoe for daytime wear." * * *

"An extra set of towels in a contrasting color will give you several combinations for your bathroom to go well with the color of your tile." * * *

"You would think nothing of paying extra fare for a longer train ride. Why not look at quality in the same way? A few extra cents will give you much longer wear and durability." * * *

"This bracelet is just distinctive enough to make one aware of it. It sets off your personality, yet it is so discreet it blends with everything you are wearing." * * *

"After using this hand lotion a few days, just touch the palm of your hand to your cheek, and you will be delighted at how soft and silky your hands feel to the skin." * * *

"This crepe de chine handkerchief is so easy to launder because it dries out smooth and doesn't require ironing, and it doesn't crease up in your handbag when you are travelling." * * *

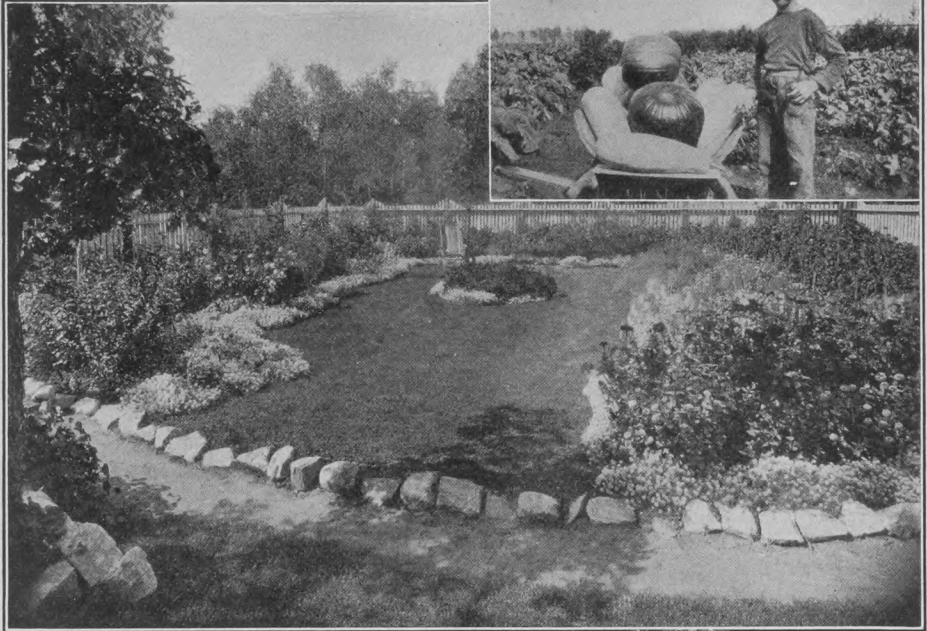
"I wish you would try on this hat also. The contrasting color will give an entirely different effect, especially if you buy a handbag or shoes to match. The combination will give you two distinct ensembles with the same dress."

See the interesting display in the Notions Department of vegetable ivory buttons in various processes of manufacture.

Let's Get Down to Earth—

And Turn the Backyard Into a Place of Beauty!

Pumpkin Time! These beauties were grown with
Eaton's seeds



"And all along the noon-day sun a drowsy radiance cast"

What could bring one more solid enjoyment after his day's work is done than to spend a leisurely hour or so in a lovely spot such as this!

Two years ago this backyard garden of an Eaton employee was scrub and brush only. All the flowers were grown from Eaton's seed, most of which was sown in the open, and consist of sweet alyssum, California poppy, chrysanthemum, clarkia, cosmos, mignonette, larkspur, double nasturtium, portulaca, pompom and large flower zinnias, also other easily grown annuals.

The plants set out were nicotiana, marigold, stocks, snapdragon, pansies, petunia (giants of California and the small-flowered types), salpiglossis, hollyhocks, dahlias, gladioli and begonias. Most of these, by close observation, can be seen blooming in profusion.

The lawn was sown with Eaton's grass seed and had to have its first cutting less than six weeks after sowing.

There is really no secret about the success of a garden such as this. It probably requires a certain amount of hard work getting the soil into condition early in the Spring, but if we would only do this in the Fall of the year, how much easier it would be, as the action of the frost pulverizes the top soil and puts it in splendid condition for seeding.

How do men prove their utmost worth?

Not by a single bound.

The ladder that leads to the heights of earth
Must clambered be, round by round.
And who from the lesser withholds his best
Will never be called for the greater test.

Slighting the little and scorning the small

Is failing right at the start.

For there's never a task worth doing at all

That doesn't uncover the heart,

And who would be called for the larger deed
Must first with the trivial task succeed.

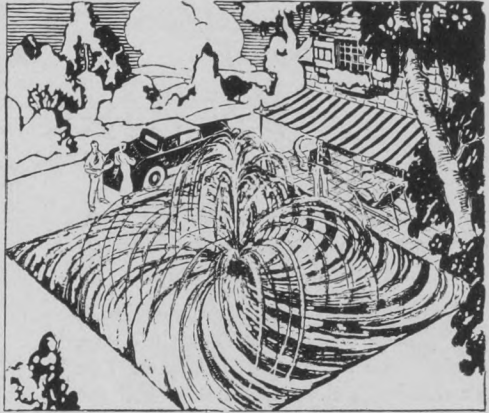
—Edgar Guest.

A Sprinkler That's "On The Square"!

Something new in sprinklers has just arrived in the Garden Section, so we decided Eaton amateur gardeners would like to know about it! It's a revolving sprinkler that thoroughly covers a square area—not round like ordinary old-style ones!

The square it will water is from 3 to 36 feet—depending on water pressure and how much the faucet is turned on.

The beauty of this unique sprinkler is that it leaves no blank spots on your lawn that are not covered.



A gentle, easy type of spray, it will not injure a new lawn, fine grass, young vegetables or frail flowers.

It covers the corners of your lawn that the ordinary sprinkler or nozzle can't get to without waste of time or water.

All the water goes on your lawn where you want it—doesn't sprinkle the passerby, drench the car or the paint on your neighbor's house! Look it over the next time you're on the Third Floor!

Controlling the Insect Pest

During the last two or three seasons insects have been very troublesome in the garden, but if their habits are observed closely, most of them are not very difficult to control.

The first troublesome pest is the cutworm, which begin to make their appearance early in June, and if you have an expensive dahlia you have been babying along, protect "him" or you will find that Mr. Cutworm will select the dahlia for his first meal and then pass on to some other less expensive specimen.

As these pests begin feeding in the evening, this is the best time to apply the poison bait, which should be made up of bran, molasses and Paris green. Plants such as dahlias, tomatoes, etcetera, may be protected by placing cardboard, tar paper or metal protectors around the base of the plant.

Identification of the various destructive insects is not necessary. All that one has to determine is whether the insect is eating the plant or merely

sucking the juice without eating the plant tissue. The former may be controlled by using a poison applied with a fine spray in the form of arsenate of lead, arsenate of lime or Paris green. The foliage must be sprayed thoroughly and at frequent intervals.

For sucking insects such as the various forms of aphids, Black Leaf "40," nicotina sulphate or Evergreen, the non-poisonous insecticide, should be used. These are known as contact sprays and must actually come in direct contact with the insect during its application to be effective.

There is very little that can be done to check grasshoppers by poisoning, as just as fast as you kill them off, fresh hordes follow in search of greener pastures. Grasshoppers detest water or wet foliage, and the writer found that by lightly spraying the foliage and blooms with the hose morning and evening that most of them passed on to where they could dine without getting their feet wet.

"Four-Star" Service

★ Knowledge of Goods.
★ Salesmanship.

★ Popularity with Customers.
★ High Tally.



In a Letter to the Company, a D.A. Customer Pays the Following Tribute to Three Eaton Salespeople

Dear Sir:—May I, as an individual, put through a little boost for the Eaton Home Dressmaking Departments? You see this is the first time I have had the chance to put my new electric sewing machine to a real test, as it was bought from the Store late last Summer. Deciding to make my own Spring coat, I hied myself to the *Pattern Counter*. There, after actual measurements by the clerk, who kindly gave me every assistance in the selection of a pattern, I went to the *Woollens*. Here every opportunity that anyone could wish for was given me in the selection of material.

When I had made my choice, the clerk very kindly suggested that we seek the advice of the *Pattern Counter* to ascertain if they approved of our selection. Much to my surprise after this consultation, the clerk suggested that I allow the Company to send the material for shrinking.

After coming in contact with two real salespeople like these, the mere idea of making a coat became real enthusiasm! Their assurance that should I encounter difficulty in making the coat I could call on them for any assistance, entirely relieved me of my worries.

And now a word for the *Sewing Machine Department*! The machine was not stitching to my satisfaction, so when I phoned and explained this, the clerk kindly gave me two reasons for the trouble. She asked that I call her back if it did not work properly after these adjustments and they would look into the trouble immediately. However, her suggestions were effective, which proves she has a real understanding of her business.

Since my efforts have been so successful, I would like to take this opportunity of thanking the clerk of Patterns, No. 38, and of the Woollens and Silks, No. 13; also the young lady of the Sewing Machine Department for their hearty co-operation.

Unexpected service—Yes! Appreciated—Double yes!

—A D.A. Customer.

* * * *

Selling Up!

Similar incidents to the following, related by Department 265, are practically a daily occurrence with Mrs. Sadie Heisler.

"A customer explained to Mrs. Heisler that she had seen an indirect lamp in a friend's home, and was so convinced of its effectiveness that she wished to buy one for her own home. Could we supply it? We could—and Mrs. Heisler showed her customer the lamp in question—a smart torchierre at \$10.00.

"The customer then described a new style of lamp she had recently seen in California. Had we this lamp also? She merely wished to look it over and had no intention of purchasing it. Without hesitation Mrs. Heisler showed a duplicate of the California lamp in our new 'Custom-Made' Shade Room, priced at \$17.50. Sensing, however, that her customer would appreciate the best, Mrs. Heisler suggested one of the newest indirect torchierres, especially designed for bridge or reading, priced at \$25.00. The customer was so impressed with this third lamp shown her that she immediately bought it."

Thus, by the good salesmanship of Mrs. Heisler we made a \$25.00 sale instead of a \$10.00 one. But—what is more important—the customer was rendered a high type of service and obtained a more distinctive lamp with which she was greatly pleased.

The Forgotten Room!

Did you ever stop to realize just how important a part the bathroom has played in the progress of the civilized world?

In the real olden days to be unwashed and odoriferous was to belong to the vast multitude of both sexes who did not know the real meaning of physical cleanliness.

Indeed it is said that Queen Isabella of ancient Spain had but three baths in her life—one at birth, one before her marriage to King Ferdinand and one at death.

Then came the use of perfume and ointments, but these had to be used in such profusion to overcome body odors that the cure was as bad as the cause.

The Romans, however, went into physical cleanliness in a big way. Their baths were not only used for cleansing purposes, but also were the centres of fashionable society.

One of the largest of these Roman bath houses or "therma," as they were called, covered a square mile and could take care of about 3,200 bathers at one time.

Designed for both men and women, these Roman thermas were luxurious affairs. Both hot and cold water. Perspiring rooms, dressing rooms, lecture halls and places for rest, refreshments and social gatherings.

The first we hear of mixed bathing was during the time of the Norsemen, who built a special wash hut with only a hole in the roof. In the centre was a pile of stones under which a fire was lit. When the stones were hot and the fire thrown out, the family and the



The Modern Bathroom

neighbors gathered inside for the Saturday night bath party. The hole in the roof was then closed and water was thrown on the hot stones. This produced steam, which caused the party to perspire freely. Pails of cold water were then thrown over the bathers and everyone was happy.

It was King Henry IV of England who, realizing the importance of body bathing, initiated the "Order of the Bath."

It is thought that it was Lord John Russell who invented the first bath about the year 1832. A few years later it was brought to America by Adam Thompson. This bath tub was seven feet long, four feet wide. Made of mahogany and lined with lead, it weighed almost a ton.

Today hotels advertise a thousand rooms—a thousand baths.

While this history may be interesting, it cannot be as interesting as the practical application of this bathing habit to our own persons.

The hot bath of the evening, to soothe the frayed nerves, to ease physical pains and lull to quiet sleep. The cold shower of early morning to refresh and waken one to the joy of another day.

It is now a recognized truth that where there is no sanitation there is no health. But it is also a matter for wonder as to just why the bathroom even of today is regarded with so much mock modesty.

Today with luxurious built-in baths, pedestal basin and integral toilets—within the reach of practically everybody—the bathroom should be pointed to with pride as the room wherein daily cleanliness is obtained and health and complete sanitation is maintained.

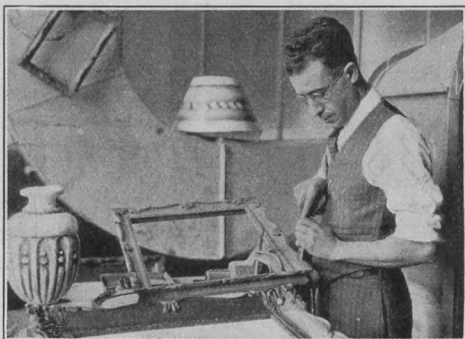
Bathe daily, scrub weekly, breathe deeply, drink plenty of water, chew your food. To practise these things is to practise the fine art of living and enables us to get the most out of life!



The rain "bar!" provided some of our prairie pioneers with their "Saturday night" tub

We "Frame" Pictures for Their Own Good!

And believe it or not, says this versatile Section—we sometimes "beal" broken heads, put marriage "lines" together again—even do "dental work for tigers"!



Shows Mr. Tony Badali hand-carving a sweep frame before laying on gold leaf. Frames of this type are greatly in demand for treasured water colors or oils.

Assembling, mat cutting, mounting and fitting. Mr. W. Rowell (at left), C. Steele, P. Morgan, J. Green, W. Wallberg (at back).



Mitreing and joining frames. J. Bonnalto (at left), C. Manghan.

Away up on the "Top of the House"—politely speaking, the Eighth Floor—is one of the most interesting spots in the Store—the Picture Framing Workrooms.

Here under the direction of Mr. W. Rowell, expert workmen fashion practically any type of frame desired, from tiny 1-inch by 2-inch frames for exquisite Baxter prints—to lordly oil painting frames 10 feet high! Intricate hand-carved sweep frames for treasured landscapes, richly stippled polychromes—silvered, gilt, composition, burnished bronze and highly polished hardwood frames are fashioned by these skilled craftsmen.

A service of particular note is the restoration of valuable oil paintings that have become torn or damaged—a highly delicate work requiring long experience and infinite care! Costly frames that have become chipped or broken are also "built up" in the workroom and made like new. Not infrequently marriage licenses that have become torn in many pieces are left to be put together and framed against further damage.

Repairing the broken heads and limbs of statuary, bric-a-brac and plaster work is also done on occasions—while not long ago the "framers" made a complete set of teeth and gums for the mounted head of a tiger skin rug!

The frame of this huge oil painting (at left of cut) is 6 feet by 10 feet, and richly executed in heavy gilt.

Built in the Eaton workrooms, it was designed to frame the painting of a famous churchman, and now hangs in a Winnipeg public building. Beside it hangs the original from which it was cleverly reproduced.

It seems hard to believe that the lovely oval mirror (at right of cut) was once the broken windshield of an abandoned Ford!

Eaton's shaped and silvered the glass, then made the slender oval, ornamented frame—much to the delight of the customer!

Our space is exhausted—but we have barely begun to tell about the many interesting things that are built, mended, restored and reproduced in this busy corner under the roof.



Two Outstanding New Books

To Read on Your Vacation!

"*The Life of Our Lord*," by Charles Dickens. This hitherto unpublished manuscript, which took four years to write, is the story of the New Testament told for Dickens' own children and written with the stipulation that it be neither published nor circulated in any way.

Never was Dickens more in earnest than in the preparation of this chronicle of the life of Christ. He wanted his children to have as much knowledge in as simple a form as he could give them—and Charles Dickens was a deeply religious man.

With the death of Sir Henry Dickens—the youngest of Dickens' children—84 years after it was written, the manuscript has been given to the world, and there are few people for whom the book has not an appeal.

* * *

In contrast to the above is "*Take the Witness*," the story of Earl Rogers, one of the most spectacular criminal lawyers of the Pacific Coast.

In his brief career he defended upwards of eighty persons indicted for murder and won 98 per cent of his cases.

Acquittal was so nearly a certainty that a story is told of a wealthy Chinaman who called on Rogers and asked his fee for defending him for murder. On hearing the sum, he paid it in gold and started for the door.

"Hey, where are you going?" called the lawyer, for as yet he had no data of the crime.

"Oh, I go kill the man now," said the Chinaman without pausing. "Then I be back."

The book is a good case history for lawyers, but it is also a thrilling tale for others—packed with human drama and as compelling as fiction.

These books are now available in the Eaton Book Section.

Eaton Employees' Charitable Fund Elect Officers

The annual meeting of the "Eaton Employees' Charitable Fund" was held in the Board Room, May 28th, 1934, for the purpose of electing officers and committee for the ensuing year.

Mr. B. C. Scrivener was present and gave a short talk on the work of this fund, which left in the minds of those present much food for thought.

He brought the thanks of the Company for the generous way in which Eaton employees had contributed and congratulations for the great good they had accomplished—also extending best wishes for success in the coming year.

The following committee was elected:

Chairman—Mr. H. Greenwood (222).

Vice-Chairman—Miss J. Simmons (122).

Committee—Mail Order Merchandise: Mr. Reid (2), Miss Greene (10).

Mail Order Expense: Mr. R. Wallace (139), Miss Tait (119).

City Merchandise: Mr. Stanley (228), Miss Kelly (229).

City Expense: Mr. J. Cheale (144), Miss MacKay (102).

Secretary—Miss F. Sedgwick (7).

From Far-Off South Africa

Comes Some of the World's Finest Dried and Canned Fruits!

South African fruits are mostly grown on the sunny slopes of river banks. One of the finest fruit growing districts is in the fertile valley of the Great Berg River, and the city of Wellington in Wellington County is practically the headquarters of the dried fruit industry.

Another notable fruit growing and packing district is around the Orange River, the centre of this district being Cape Town and Pretoria. Here are found apricots, peaches and many varieties of raisins that are dried for export and also used for wine-making purposes.

South African harvesting usually begins in December or early in January.

The pineapples of South Africa, apart from the fact of their being a British product, have a distinctive flavor that recommends them to the epicure.



Our cut shows a recent display of these products in the Third Floor Grocery Department

"The Cream of the Crop"

From the Gardens and Vineyards of Four Continents to Eaton's

This is the season of the year when we turn gratefully to Mother Earth to restore our jaded appetites with cool, health-giving greens—rich in needed minerals and vitamins!

In preparing a salad of green vegetables, out of season, it is interesting to consider where these tender, succulent ingredients come from:

Tomatoes from Old Mexico—celery fresh and crisp from sunny California—head lettuce and radishes from British Columbia, or local hot-houses—cress, mint and parsley from our own Manitoba!

Fruits, too, must be brought from many quarters of the globe: Grapes come from Australia, also the Argentine and California. Honeydew melons,

oranges and grapefruit from California, while from far-off Jerusalem we get those small "Christmas" oranges that fit so nicely in the children's stockings. Florida and Texas also send us grapefruit and oranges. From Louisiana and Arkansas in the Southern States we get luscious strawberries, to say nothing of those grown in countless patches of British Columbia and Ontario.

All fruits and vegetables handled in the Eaton Fruit Section are the "cream of the crop." And while the severity of our Western Winter is ever a problem—the department is constantly seeking and developing new methods of making Winter delivery of these "perishables" in perfect condition.

The "Nothing New" Delusion

He Who Is Not Teachable Has Turned Off the Road to Success

Happening to be travelling in the same railway coach with an elderly salesman, a prominent manufacturer who had once been a travelling salesman himself, remarked to him cheerfully: "Well, there have been wonderful new developments in salesmanship since you and I were young."

"No," replied the other dourfully, "you are quite wrong. There is nothing new in salesmanship."

So, seeing that he was talking to one of the unburied dead, the manufacturer changed the subject and talked about hard times.

Presently the salesman told him that business was rotten and that he had not received an order for two days. He did not blame himself. He blamed the depression, the government, the Wall Street crash, the methods of his competitors and so on.

Nothing new in salesmanship! He might as well have said that there was nothing new in science and engineering.

The truth was that he had learned nothing new. There was nothing new in his brain.

He was one of the *Unteachables*. He was surrounded on all sides by new ideas and methods, like a rock surrounded by water. But none of the new knowledge had got inside of him.

Whenever a man catches himself saying—"There is nothing new in my line," he should take warning. It is a sure sign that he has stopped learning—that his brain has begun to petrify.

He should take himself in hand and decide to learn at least one new thing a day. He should say to himself—"No, I'm not going to become out of date and obsolete. I'm not going to be an 'old crock.' I'm going to bestir myself and keep up with the procession."

Every year is a new year. Every day is a new chance. Thousands of thinkers, inventors and scientists are pouring out a flood of new ideas.

No one would think of using a 1933 calendar, and neither should he use 1933 ideas and methods, if he can find better ones in 1934.

In a word, the man who is not *teachable* today has turned off the main road that leads to success.

Playing the Game

Are you playing the game on the field of life?
Are you keeping within the rules?
Do you play with a jump and a joy in the strife,
Nor whimper for better tools?



There is always a chap who lags behind,
And wails that the world is grey;
That his axe is dull, and his wheel won't grind,
And it's late to begin today.
But if you should ask the other chap,
The one who has gone ahead,
You'll find that his tools were worse, mayhap;
And he's made new ones instead.



Sketched by Bob O'Brien, Department 136

CONTACTS

Contacts Takes Pleasure in Reporting Two Outstanding Examples of—

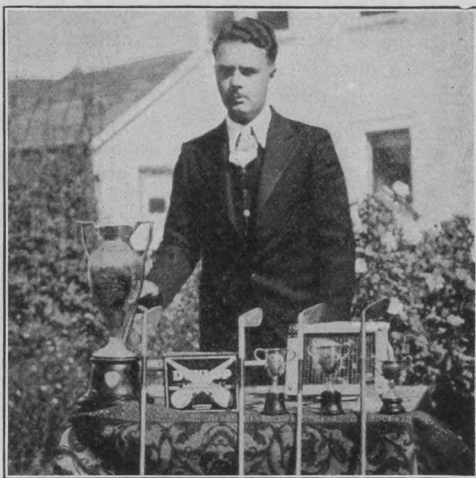
“Four-Star” Service

From Teco Stores at Lethbridge and Medicine Hat

Mr. Maurice B. (“Dinty”) Moore. This promising young shoe salesman of Teco Store, Lethbridge, is building up a large clientele of regular customers. Keenly alert, capable and of most pleasing personality, he has been commended by customers on several occasions for his courtesy and thoughtfulness.

Mr. Moore studies each customer’s requirements carefully and believes in concentrating on higher quality footwear whenever possible.

A native of Calgary, Mr. Moore went to Lethbridge last year from Calgary Store. “Dinty” has also won laurels for himself in Golf and Badminton. In 1932 he captured the Calgary Division of the McCordick Cup, also the Osborne Cup for Golf—and the Lady Eaton Badminton Tournament.



Mr. M. B. (“Dinty”) Moore



Miss Amy Brinkhurst

Miss Amy Brinkhurst, Teco Store, Medicine Hat. “Accuracy” is a characteristic to be coveted by all! Few of us have developed it, however, to the degree achieved by this charming young woman whose picture appears at left!

Miss Brinkhurst has charge of the egg grading and candling of the Groceteria and also the weighing of all bulk goods in this department.

She has been complimented not only by the auditors for her accuracy—but also won high praise from the Provincial authorities for her “attitude and interest in the produce business.” Miss Brinkhurst joined Teco Store staff four years ago.

Mr. Jack Nimmo, formerly of Department 236, now with Teco Store, Dauphin, sends this one:

A little boy sent to Teco Store for Salmon, approached a salesman at our Grocery Counter with the remark: “I’m not sure what mother wants but it is something like ‘Punch-Eye Salmon.’”

After a little hesitation the salesman produced the well-known brand, “Sock-Eye Salmon.” “Oh, yes, that’s it,” exclaimed the little fellow, and went away happy.

The bewitching little miss pictured at right is Frances, four-year-old daughter of Harry Reid, Western Buying Office.

A Smile As Small As Mine!



*They might not need me; but they might.
I’ll let my head be just in sight;
A smile as small as mine might be
Precisely their necessity.*

"Days of Auld Lang Syne"

Basket Picnic of Drug Department and Friends at City Park, 1913



"A number of those in the group are still with the Company," says Mr. Bill Gould, Department 1208, who took the picture. Among these are: Mr. J. S. Best, Department 6, in foreground at right, holding baby daughter; Mr. J. Elders, Department 229, standing at right, and Mrs. Elders seated; Mr. J. Mitten, Department 207, and Mrs. Mitten seated at right in foreground. Mr. Archie Payne, Department 206, at right; Mr. R. S. McCordick (Calgary) standing at back of picture, and Mrs. McCordick seated at right; Mr. Williams, Department 1208; Mrs. Whiting, Department 206; Miss Baird, Department 1206, are also in the group.

Near back of left row is Mrs. Johnston (now Department 272); standing at back are: Miss Tuttle (now Department 252), beside Miss Tuttle is Miss Maxwell (now Mrs. Pennock, wife of W. R. Pennock, Department 122); also Miss Kitty Campbell (now Mrs. McGuire); Miss Whittenbaugh (now married); and Miss Winnie McCombe (now married and living in Toronto).

The baby with hand to his face (on the left of picture) is Geo. Gould, now with Department 216.

In the picture are also Mr. Lewis and Mr. Sim, two boys from the Photographic Section who were killed overseas, and Mr. Kelly from the Dispensary, who was drowned on the *Lusitania*.

JAMES DAVIDSON MACKEY

The host of friends he had made during his 23 years' service with Eaton's, as well as all those who "knew him overseas," and indeed all with whom he came in contact—mourn the passing of "Jimmy" Mackey with the keenest sense of loss.

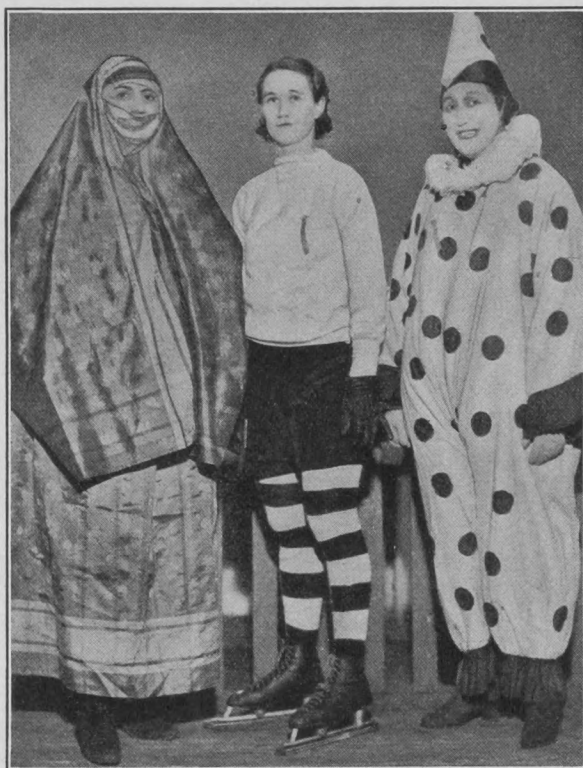
Born in Ramelton, County Donegal, Ireland, 49 years ago, "Jimmy" came to Canada, joining Eaton's in Winnipeg in 1911. He signed up at the outbreak of war in 1914 and served in France with the "Little Black Devils"



Who passed away on May 4th, after 23 years' service with the Company

(8th Battalion), being severely gassed and later wounded.

Invalided home, he again took over his duties with Eaton's, serving in various departments, and finally in 139 (Mail Order Advertising), to which he was attached at the time of his final illness. His unfailing cheerfulness and conscientious application to duty, even in the face of physical handicaps which would have overcome a weaker spirit, furnished a magnificent inspiration to all who were associated with him.



Three Carnival Queens in the Eaton's-Simpson's Ice Carnival at Halifax, N.S.

Eaton Maritimers Make Merry

Over 2000 attend Eaton's-Simpson's Ice Carnival at Halifax, N.S.

A copy of the Halifax Evening Mail was recently sent us by our Halifax Store in which almost a half page is devoted to the big Eaton-Simpson Ice Carnival which wound up the Winter sport season on March 16th last. To quote:

"More than 2000 people were present at the ice carnival staged at the Forum on March 16th by the combined Eaton's-Simpson's social clubs. A gala programme of ten events, opening with a hockey game and concluding with a huge moccasin dance provided the record crowd with an evening of entertainment unparalleled in the history of the organizations."

THIS ENGLAND OF OURS!

Suggested by the recent display of English literature and travel posters, held by the National Council of Education on the Sixth Floor of the Store.

London with its palaces and abbey,
It's ancient tower and keep,
The British House of Parliament,
And river broad and deep.
Magnificent old buildings,
Ancient streets and squares,
Where old-time lords and ladies
Were carried in their chairs.
Then we come to Windsor,
With the Royal Castle there,
The Royal Standard gaily
Floating on the air.
Next we visit Stratford,
Where the immortal bard was born,
And view Ann Hathaway's cottage,
And the river, the Avon.
Oxford with its varsity,
Chester with its walls,
Canterbury where the pilgrims
Made their religious calls.
Bath, Brighton and Tunbridge Wells,
Each hallowed name recalls,
The old-time pomp and pageantry
Within their assembly hall.

Then let us learn about England,
The greatest of the powers,
And take a pride in our heritage
From this motherland of ours.

(Contributed by 259-15)

"FALLING FOR IT"

By the Time Office Poet

Though I'm the "Sec." of our Roller Skating Club,
At "balancing" myself I'm quite a "dub."
When I donned the roller skates
I was praying that the fates
Would be kind, and lend a hand—I lost instead
A bunch of skin and bone I needed,
Then on my way I speeded—
Not on skates—not on your life!
But home to bed.

But I'm going back tomorrow,
Whether to my joy or sorrow;
For it's healthy, and great fun—I must admit
I won't suffer all alone,
I shall hear some others groan,
I'm afraid I cannot sympathize a bit;
For we all must learn to stand
On our own feet, understand—
Pardon me! I hurt your shin?
Ain't nature grand! *(W. E. Johnston)*

Dry Goods Apprentice Days and After

By Mr. H. McQuigg, Western Buying Office, Toronto

(PART ONE)

Much has been written about the romance of dry goods, but no matter how described, it is anything but romantic at the outset for the youth who has decided to follow this line of business. However, one can look back to those dull days of hard work with the realization that this period provided an admirable beginning to combine character and business ethics.

The required standards to qualify for a dry goods apprentice were a sound education, honesty, good character, presentable appearance and the ability and willingness to work.

It was somewhat of a disappointment to find one's first duty was to help sweep the floors, clean the brass frames of the windows, polish the glass. Then with aching feet and sometimes heart, followed the delivery of hats, dresses or other merchandise usually for the ladies and at a late hour on Saturday nights.

In other words, an apprentice was part porter, part messenger, with an unknown quantity of other parts. One also had to pack and repack boxes and packages of merchandise at times when not otherwise busy, until he could do this neatly and quickly. In the performing of these seemingly menial tasks it looked as if the method of learning the business was hardly noticeable or recognized as a method at all. During this time the youthful apprentice was supposed to pick up a lot of information as he went along, but for the first year or two he learned a lot more about things he ought not to, rather than those which had a bearing on the business.

At this point a little might be said about the living-in system, which up to the last few years was the acknowledged custom.



The details of the system are briefly that board and lodgings of the apprentice were looked after by the firm for which he worked. Bedrooms, dining-rooms and reading-rooms were usually located on the top floor of the store or warehouse, or sometimes in a nearby separate building.

This was all the remuneration the apprentice received for his services during the apprenticeship period of four or five years. In addition, however, he had to provide his own clothes and pocket money. In most of the better-class retail houses an additional varying fee for teaching one the business had to be paid by his parents. This was usually returned in the form of a small salary during the last year of apprenticeship.

The reason for this fee was that for the first two or three years the apprentice was not considered worth his board and lodgings, and if he left during that period the money was forfeited.

Conditions during the last twenty years have been considerably altered, however. A large percentage of boys who formerly would have gone into the dry goods business now prefer mechanical work on automobiles for which they get better wages and find the work more interesting.

(Continued in July Contacts)

Get Out in the Sun—But Be Careful!

Timely "Do's and Don'ts" on Sun Bathing from the Eaton Store Hospital

Once again our thoughts are turning to holidays and lazy week-ends spent in the open—out in the fresh air and glorious health-giving sunshine! Let us remember, however, that sometimes that same sun can do as much harm as it can do good.

We all know the temptation there is to lie out in the sun the first warm day we are able to indulge in sun bathing. But it is well to remember that for months our bodies have been protected by warm winter clothing, consequently the skin is sensitive and its exposure to the wind and sun should be gradual.

If you wish an even, healthy tan, please don't try to acquire it all in one day or even one week-end. Spend short periods out in the sun, gradually increasing the time of exposure, and after each exposure it is wise to rub in a little olive oil, cocoa butter, or some nourishing cream; this greatly reduces the danger of future burning and leaves the skin soft and supple. Sun burn is neither pleasant nor beautiful to look upon.



If you are unfortunate enough to become sun burned, treat it as you would any other burn: exclude the air by applying olive oil, or any soothing ointment, and cover with clean dressings. If the blisters become broken, bathe with boracic solution and be extra careful to keep affected parts clean, and so prevent infection.

If after being exposed to the sun for some time, there are symptoms of headache and pains in the back, giddiness and nausea, be suspicious of sun-stroke and seek medical advice.

—M.W., 175.

Golfers, Swimmers, Should Guard Against—"Athlete's Foot"

This infection, which is also called "toe itch," "toe scald" and "fungus foot," is a form of ringworm which attacks the feet principally, and occasionally the hands. It is said to be common among persons who frequent swimming pools, golf clubs, athletic clubs and other places where numbers of people walk barefoot about dressing-rooms and shower baths.

In its mildest form, the disease exists as either a little cracking or a little scalding between the toes. Other common types of lesion are those in which there are either few or many blisters, a diffuse, scaly eruption and, lastly, wart-like growths. Itching is frequently intense.

An individual affected with ringworm should not use a bath mat. It is much wiser to step upon a section of newspaper and to burn that. He

should be most scrupulous about having his own towels and soap, and his socks, slippers and shoes should be worn by no one else. The use of light canvas slippers in dressing-rooms would probably result in a marked decrease in the frequency of the disease. A strong solution of chlorinated lime or chlorinated soda has been suggested by medical authorities and sanitary engineers for washing floors of dressing-rooms.

A person in the active stage of ringworm should certainly sleep alone. Likewise, in the presence of lesions upon the hands, he should not dance, drive a car unless with gloves, hold to car straps, or touch any object which others might also touch. He should soak the affected parts in salt solution at least once a day.

The use of ultra-violet light, under medical supervision, is often of great aid.

Eaton Softball

We've got a big league again this year. Sixteen teams—eight girls and eight boys—playing in five divisions, and from the wealth of material in hand, it looks like we'll see some real ball games. Play was officially started Tuesday, May 22nd, with Mr. J. Johnson heaving the first ball to Mr. Summers who hit a long foul fly which Mr. F. Johnson, the catcher, just failed to get under.

The results of the opening games:

Boys' A Division—Outfitters 9, Life Assur. 6.

Boys' B Division—Ramblers 5, Edgerites 3.

Boys' C Division—Athletics 10, Rowmen 6.

Girls' A Division—Summerettes 15, Elites 9.

Girls' B Division—Spartans 20, Imps 14.

Girls' B Division—Pats 19, Cardinals 15.

The game between the Ramblers and Edgerites deserves special mention. It was a fast, snappy contest with both teams playing in mid-season form, and two runs scored in the ninth innings was the margin of victory. Incidentally the boys finished nine innings while most of the other teams were playing five.

Going Camping?

If you are not an experienced camper and are wondering—"What about the all-important subject of Eats?"—don't let it get you "down." Consult Miss Florence Antaye in the Third Floor Grocery. From long experience she'll be glad to put you right as to the best foods to take and the quantities you'll need, according to the size of your party.

Mr. Walter Rawcliffe returned from Toronto early in May to take up his old position as head of the washing machine section. Walter's many friends and business acquaintances were delighted to welcome him back to the West.

* * *

Miss Frances Douglas, of the City Advertising staff, co-authoress with Miss Thelma Lecocq of the recent satire, "Britannia Waives the Rules," sailed on May 25th for a brief visit to the British Isles.

"Your Dog and Mine"

By FRANK A. WALSH (Department 119)

President of the Fort Garry Kennel Club and a well-known authority on dogs.

The Eaton Dog Club has taken a bow (wow) and is an accomplished fact. At a meeting held in the Club Rooms on May 14th, the following officers were elected:



President—

Mr. W. E. C. Hurlburt, Department 136.

Vice-President—Mr. H. H. Hamilton, Department 138.

Secretary-Treasurer—Miss K. Vollet, Department 136.

Executive Committee—Mrs. Iddon, Messrs. Walsh, Bentley, Staniland, Joule, Beatty, Greenwood, Tribble and Rossebo.

The idea behind this club is not merely to encourage employee owners of the pedigreed dog. It is also to give the many who have a "pal" of nondescript variety, known as "just dog," the opportunity of competing against other "pals."

To the enthusiastic owner of a bench show dog this may sound an absurdity, but the idea was recently tried out in the Old Country and proved wonderfully successful.

Believe it or not, the ring where the "mutts" were judged attracted almost the entire audience from the pedigree dog rings.

Of course, the unpedigreed dogs are not judged on bench show lines; for instance, at one show in London prizes were offered for:

The dog with the longest tail.

The dog with the shortest tail.

The dog that could wag its tail the quickest.

The dog with the most appealing eyes.

The dog that could sit up the longest, etc., and infinitum.

A drive is being made for membership—the fee is only 25 cents—and we hope to see every dog owner on the staff a member of the Eaton Dog Club.

* * *

Mr. W. Bucham, supervisor of Department 212, recently returned from abroad with a handsome, highly pedigreed Irish terrier which he brought from the Emerald Isle.

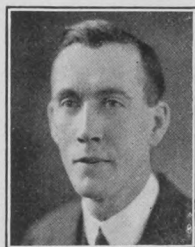
Eaton Golfers' "Big Days"

Set for June 18, 19, 20

A Letter From "Stan" Carter, Secretary, Eaton Golf Club

Hello, Golfers! Here we are well into June and the R. Y. Eaton, H. M. Tucker and B. C. Scrivener Cup days are almost here—June 18, 19, 20, to be exact, and if you have not been out and practised before now, now is the time to do it, and don't forget to turn in your card and get a good handicap (good for nothing).

Eaton Golf Club Officials



Mr. J. E. Mitten,
President



Mr. S. Cowley,
Vice-President

You have probably met the 1934 President of the Golf Club—if not, drop down to Department 207 and ask for Mr. "Joe" (lave-it-to-me) Mitten, and after you have seen the President trot up to the Third Floor and see the Vice-President (Mr. "Sad Sam" Cowley) in the Sporting Goods Department. While you are there, introduce yourself to the Chairman of the

Handicaps (Mr. "Genial" Joe Palmer) if you have not already done so. And while we are on handicaps, we might just as well tell you the balance of the Handicap Committee: Mr. A. Mitchell (Watch Repair), and Mr. W. B. McKinnon (Department 172). "Mac" is the new member on the committee, but he has a hard heart as far as giving away high handicaps, so boys, you better chase the two old-timers—they might weaken some time.

The balance of the Executive for 1934 is as follows: Messrs. W. E. Curry, L. Wimble, T. Dundas, J. Fowler, L. W. Houston, C. Botting, F. Steele, T. H. Hancock, P. Longstaffe, S. J. Hall and T. French (past president).

For the Field Days we shall have a couple of added prizes this year, so be right on the top of your game on June 18, 19, 20. One of the prizes is donated by The T. Eaton Life Assurance Co.—the other will be a special driving competition for dozens and dozens of golf balls.

Well, as we have taken up all the space allotted to us by *Contacts* we will see you all next month with all the pictures—winners of the competitions—maybe it will be your name that will be engraved on the old mug.

Yours for bigger drives.

—A. S. CARTER, Sec.-Treas.

Wins High Honors in Festival!

Fred Stanford Brings More Laurels to Department 20

Congratulations to Mr. Fred Stanford of Department 20! Under his accomplished baton the 90th Regiment ("Little Black Devils") won the *highest honors in Class A for brass bands* in the recent Manitoba Music Festival Competition.

Mr. Stanford first came to Eaton's in 1905. He left the



service in 1912 and rejoined in 1919. In 1916 he went overseas with the 90th Regiment and served in France with the 52nd Battalion. In 1928 he reorganized the 90th Band, working tirelessly since then to bring this fine musical organization up to its present high standard.

Baseball—

The Bruno Haas Kind!

At last we have a baseball league, and we don't mean softball when we say baseball.

There hasn't been so much interest taken in baseball for a long time around the Big Store, and it is certainly good to see the number of players that go out to Seymour farm to practice every night. All are out there trying to make a place on one of the four teams comprising the league. They are the Rovers, the Pats, the Rangers and the Dodgers.

The Rovers, with Ernie "Hawkeye" Hawkins as manager, look like a tough aggregation, and the boys in the Drug Department sure know their baseball. However, the drug "pedlars" are going to have a tough time ousting a number of the recruits that are anxious to line up with the Rovers.

The Rangers from the Mail Order Packing, under the leadership of Sid Lentle, have the makings of an up-and-coming team, and they are sure to be in the race right from the beginning.

The Pats, with George Poole at the helm, look like the outfit to beat. They have a number of young players who are not afraid of breaking their arm every time they throw a ball, and as all their practices have been on the Q.T., popular opinion is that George has something up his sleeve.

The Dodgers will be dangerous with the two veterans, Johnnie McCrae and Ed. Anderson, showing their numerous recruits the way. They also have a world of strength from the same Dodger team that has played together for the last several years.

President S. "Fuzz" Cuthbert predicts a great year and warns baseball fans that they will be missing plenty of thrills if they don't pick out their favorites and go out and root for them. The teams are well matched and it's a cinch there will be a real battle for the possession of the Arthur Newman Memorial Cup. The grounds are at Notre Dame Ave. and Wall St., opposite the new Christie-Brown Biscuit Factory. The remaining games of the first series schedule are as follows:

Home Team Away Team

Friday, June 8th—Pats vs. Dodgers.
Monday, June 11th—Pats vs. Rovers.
Wednesday, June 13th—Rangers vs. Dodgers.
Friday, June 15th—Pats. vs. Rangers.
Monday, June 18th—Rovers vs. Dodgers.
Wednesday, June 20th—Rangers vs. Rovers.
Friday, June 22nd—Dodgers vs. Pats.
Monday, June 25th—Rovers vs. Pats.
Wednesday, June 27th—Dodgers vs. Rangers.

Friendship and Salesmanship

The true spirit of friendliness is shown in our first words to a customer—in our sincerity of service, even to the proper recording of an address and delivery of a parcel.

Sincerity creates confidence—confidence builds friendships.

How to Keep from Growing Old!

Join the Eaton Roller Skating Club

A meeting of roller skating enthusiasts was held in the Employees' Club Rooms on Friday, May 11th, and the following committee formed:

President—Mr. F. J. Barnsdale (252).

Secretary-Treasurer—Mr. W. E. Johnston (Time Office).

Executive—Miss J. Connolly (206), Miss A. McCaffrey (259), Miss E. McConachey (207), Miss L. Minsforth (8), Mr. V. Weston (206), Mr. W. Munroe (268), Mr. F. Andrew (247), Mr. A. Sargent (241), Mr. L. English (227), Mr. J. Watson (206).

Mr. Barnsdale, outlining the club's intended activities, stated that the rink would be available for the Eaton Roller Skating Club, Tuesdays and Thursdays, at the reduced rate of 25c to each member.

Mr. Johnston (the secretary) stated that the club promised to be a big success, and that the membership was already increasing with leaps and bounds.

The first night's meeting of the club on Thursday, May 17th, at the Winnipeg Rink, Langside and Portage, was a highly enjoyable one and a large crowd attending.

The rink is a very spacious affair, with an exceptionally good floor, skate service and music. Instructors are also on hand, but one hears that we shall have our own instructors in the near future.

Regular admission is 35c, but on club nights—Tuesday and Thursday—the production of membership cards (obtainable from the Secretary, Mr. Johnston, Time Office), will admit the members for 25c.



"What is the best type of shoe for roller skating?" asks many a feminine enthusiast. Our Shoe Department answers the question by suggesting the Eaton sports brogue shown above. This shapely black calf brogue has a strong Goodyear-welted sole which holds the skate securely and gives good support to the foot. It also has a snug-fitting military heel which makes it equally suitable for golf or street wear.

Eaton Shoemen Win League

Again Capture Kaufman Trophy for City Championship



Back Row—Clare Loveridge (capt.), W. G. Thomson, Jack Mathers, Bob Chatwin, J. Hanna, Bruce McGregor.
Front Row—Ed. McNaughton, Holt Boyd.

This team, representing the shoemen of the Store, copped the Kaufman Trophy for the second year in succession in the Retail Shoemen's Bowling League. They won both series, the first by one game and the second by five games.

Clare Loveridge, Department 220, led the league average with 221, followed by Mike Johnson of Dack's (formerly of Eaton's) with 208. Jack Mathers, Department 254; W. G. Thomson and Bruce McGregor, both Department 220, also managed to get into the average money.

Last year this team annexed both series and captured their share of the average money as well.

The league was formed two years ago and comprises six teams representing Eaton's, H.B.C., Dack's, Allan's, Bender's, and McDonald's.

Apply the Golden Rule to selling. If a garment is not becoming; if it is not suitable to a customer's particular type; if it is not the shade she should have, lose the sale rather than make it. Every sincere salesperson carries the Golden Rule in his heart.

The schoolmistress was giving her class of young pupils a test on a recent natural history lesson.

"Now, Bobby Jones," she said, "tell me where the elephant is found?"

The boy hesitated for a moment, then his face lit up.

"The elephant, teacher," he said, "is such a large animal it is scarcely ever lost."

WE DON'T BLAME THEM FOR BECOMING POETICAL!

The following lines were neatly penned across both sides of a sales check found on the counter of the Basement Luncheonette the other day:

"Tell me not in mournful numbers
Life is but an empty dream,
For the soul is dead that slumbers,
Things are not what they seem."

—If you are troubled with that down-and-out feeling,

Help yourself to a new lease of life—
Our delicious, flaky pies and full-flavor coffee
are a real tonic.

Try it!

At a price inclusive with the usual S.S.S.—
Snappy, Smiling Service.

HAVE A GOOD HOLIDAY!



Let your holidays bring you all they can of outdoor play, rest and pleasure! Holidays are one of your most important assets since they

provide you with renewed health, fresh interest in home and work. They dispel the boredom of familiar scenes and faces—replace frown with smiles and give one a fresh interest in life.

*So here's hoping
you have the best
holiday ever!*



